

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”
Surabaya, 14 - 15th August 2020

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Indonesia**

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic "*Nurturing Business and Banking Sustainability*". This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

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Analysis Web-Based Customer Relationship Management Strategy at PT. ABC Surabaya

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ABSTRACT

The cooling system industry is one of the businesses that evolve in Indonesia. Indonesia is large market and has potential to sell cooling system which is used by industry such as foods, beverages, logistics, transportation, etc. Company that becomes object of this research is PT. ABC Surabaya providing cooling system for industry either large scale or small scale. Marketing process of PT. ABC Surabaya in selling the product is referral, word of mouth, and exhibition. Marketing Strategy which uses in this time is not enough to do selling products. In 2019, PT. ABC Surabaya had decreased in selling therefore the company needs new marketing strategy to increase and reach wider market share. In this situation, the company can't be focus on the products but also the customer's service must be noticed. If the customers are satisfied with the service or the products, it affects the belief of customers. The researcher used the explanatory research with quantitative approach. In this research the researcher used methods SWOT Analysis, QSPM Analysis, and also approach of web-based Customer Relationship Management (CRM) to increase service quality for customer and company introduction to broaden community.

1. INTRODUCTION

Nowadays the refrigeration industry has spread in all fields and its application has been very common. Especially in Indonesia which is a tropical country, the need for cooling is what is needed by the community. Cooling applications in everyday life are found in many refrigerators, air conditioners (AC), chillers, and the like. The need for refrigeration has spread in various fields, including food and beverages, ice making, diary products, fisheries, ice cream, poultry, and also environments such as commercial or, logistic cold storage and many other applications. But behind the many needs that require refrigeration, there are freon materials that will have an impact on depletion of the ozone layer to trigger global warming. Not only that, Freon can also have an impact on humans, including can cause skin cancer, affect the body's immunity, and damage the eyes. Of the various shortcomings that originate from Freon, the Indonesian government bans the use of content contained in Freon, including H (Hydro), C (Chloro), F (Fluoro), and C (Carbon)..

But this does not necessarily make Freon have no space in the Indonesian market, instead the cheap price of Freon also makes consumers prefer Freon over other alternatives. This was also experienced by PT. ABC which also plays a role in the world of refrigeration in Indonesia. His initiative to expand in Indonesia by carrying out the concept of Green Energy, is felt to be less acceptable to most people and small to medium industries because the price is quite expensive. The concept of replacing Freon to Ammonia which can be accepted in nature, will strengthen the image as a brand that complies with government policies and a brand that prioritizes care for the environment. With a fairly large target market, but not accompanied by public awareness to switch from Freon to Ammoniac, it will certainly make sales and overall from PT. ABC to work harder so that the brands offered are able to be accepted and bought by business owners who need refrigeration systems. To achieve this we need the right marketing strategy to find out the company's potential so that it can improve the company's ability to reach a wider market.

With the business development nowadays, PT. ABC is having difficulty meeting the demands and demands an increasing number of customers will fulfill the right information, fast, easy to access and monitored without time and space as well as the fulfillment of excellent service. Company realizing that inability to answer mistakes will have an impact on the decline in levels Loyalty and continuity occurs

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constantly the firm will lose customers. By considering some of the things above, the writer decided to raise the topic of web-based Customer Relationship Management design analysis to help companies in improving excellent service for customers, attracting new customers and be an added value for the company. The methods that will be used in this study are the SWOT (Strength-Weakness-Opportunity-Threats Analysis) and QSPM (Quantitative Strategic Planning Matrix) methods. According to Nisak (2014), SWOT analysis is an effective strategy and plays an important role in determining competitive strategies to determine strengths, weaknesses, opportunities, and also threats faced by companies in maintaining the company's survival going forward and will be evaluated using the QSPM (Quantitative Strategic Planning Matrix) method. According to Setyorini, Effendi, and Santoso (2016) QSPM can be used to evaluate the relative interest of several alternative strategic choices objectively.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Customer Relationship Management (CRM). According to Turban et al. (2006), CRM is a customer service approach focuses on building long-term and continuous relationships with ones customers can provide added value for both, both for customers and for the company. According to Strauss, El-Ansary & Viehland (2009), CRM is a process of targeting, acquiring, transact, serve, maintain and build long-term relationships with customer. So it can be concluded that CRM is a customer service approach through a process target, acquire, transact, serve, maintain and build relationships long-term sustainability thus providing added value to customers and company..

Types of Customer Relationship Management. According to Greenberg (2004) Types of CRM can be divided into three types, namely: operational CRM, analytical CRM, collaborative CRM:

Customer Relationship Management Phase. There are 3 phases in building good relationships with customers. Every phase support the improvement of company relationships with customers. According to Kalakota & Robinson (2004) there are three phases of CRM, namely: acquiring new customers; enhancing the profitability of the existing customers; retaining profitable customers for life.

E-CRM (Elektronik Customer Relationship Management). According to Turban et al. (2006), e-CRM is a customer relationship management held electronically in order to improve the quality of services provided to creating customer loyalty and attracting new customers. By using technology internet, customer data can be easily integrated with marketing, sales, and customer service analytics and applications. According to Turban et al. (2006), as for the advantages of strategy CRM based on the Internet compared to conventional CRM applications, which is the reason for implementing e-CRM, among others: better service to customers, 24 service round hours, delivery of information in an attractive manner, and better service at lower costs.

Porter's Five Forces Model. David (2009) states that Porter's five-strength model of competitive analysis is a widely used approach to developing strategy in many industries. The intensity of competition among firms varies widely between industries. The nature of competition in an industry can be seen..

Strategic Management. Strategic management (David, 2009) can be defined as the science of the formulation, implementation, and evaluation of cross-functional decisions that enable the organization achieve its goals. Strategy formulation techniques are carried out in three stages, namely the input stage (input stage); the second stage, the matching stage; the third stage, the decision stage (decision stage). The tools used to formulate the company's strategic factors are stages input with the External Factor Evaluation (EFE Matrix), matrix Internal Factor Evaluation (IFE Matrix) and CPM (Competitive) matrix Profile Matrix). Matching phase with IE (Internal-External) matrix and SWOT matrix. Step decisions with a QSPM (Quantitative Strategic Planning Matrix) matrix. According to Mohammad (2003), the 7C (7C's Framework) framework in designing websites good web: context, content, community, customization communication, connection, commerce.

Internal Marketing Environment Analysis. In this study the scope to be analyzed is related to the in-

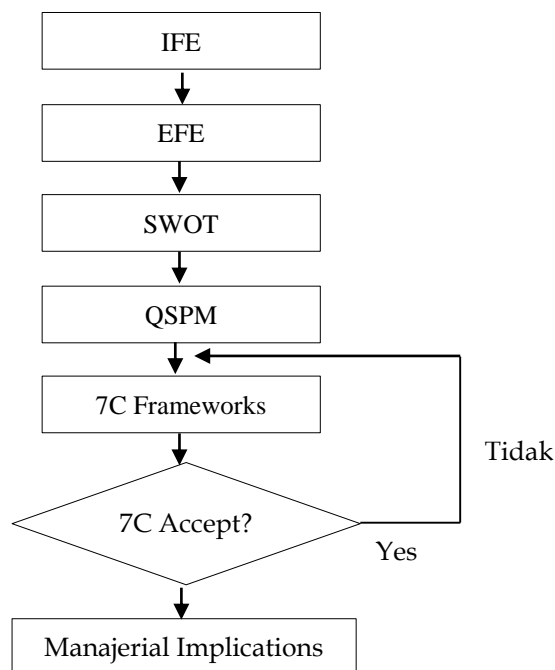
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ternal marketing environment. The internal environment is the company's internal factors that can be controlled and explain strengths and weaknesses. Umar (2003) states the internal environment are elements contained in a company that consists of Segmentation, Targeting, and Positioning (STP) and Marketing Mix. A marketing strategy can consist of one or more marketing programs; each program consists of two elements, namely the target market and the marketing mix. Marketing mix is also known as 4P, namely product, price, place, and promotion. To develop marketing strategies, organizations must choose the right combination of target markets and marketing mix in order to create a competitive advantage that is different from its competitors (Ferrel, 2011).

Analysis of the External Marketing Environment. The external environment covers all events outside the company that have the potential to affect the company (Williams, 2001: 51). The company's external environment is divided into 2 variables, namely the opportunity and threat variables that are outside the organization and outside the organization's management control (Kotler, 2005). Opportunity (marketing Opportunity) is a consumer need and makes a company can do marketing. While threats (Threats) are challenges that arise due to unfavorable developments, which can reduce profits if not doing defensive marketing immediately (Virginia, 2010). In conducting an analysis of external factors, the leadership of the organization can use two analytical models, namely macro analysis and industry analysis.



Based on the background, methods, framework of thought and discussion, the purposes proposed are: To identify internal factors consisting of strengths and weaknesses as well as external factors consisting of opportunities and threats, PT. ABC and can perform a marketing strategy analysis using SWOT. b. To develop a long term marketing strategy, PT. ABC from the analysis using the SWOT ,QSPM and 7C Frameworks methods.

3. RESEARCH METHOD

The technique used in data analysis for this study used descriptive analysis, namely recording the conditions of the company under study based on existing facts and collecting data using a questionnaire. By using SWOT analysis in finding competitive alternative strategies to determine the strengths, weaknesses, opportunities, and threats that exist in PT. ABC in the future using data from questionnaires to informants from PT. A B C. The things obtained from the questionnaire are in the form of 4 SWOT strategy recommendations that will be ranked based on the relative interest value using the QSPM Matrix. Then refer to the 7Cs indicator, namely context, content, community, customization, communication, connection. In this

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study the instrument The research used was a checklist questionnaire which was analyzed according to the 7Cs standard frameworks so that you will get a strategic arrangement that has the greatest value or can have a big impact if applied to PT. ABC..

4. DATA ANALYSIS AND DISCUSSION

Primary data collection will be obtained from several stages including observation to the company, filling out questionnaires, to conducting interviews with company owners, supervisors, and consumers. Secondary data collection will be obtained through the study of literature, company policies, as well as data sources and relevant information.

The results of the identification of the internal environment will be further processed using the IFE matrix, where the matrix covers the processing of questionnaire data that has been filled out by respondents using an ordinal scale and calculates the weight of each factor and calculates the rating of each factor. After weighting and rating are obtained, then multiplied so as to obtain a score that will later become a reference for assessing the company's internal position indicating a strong or weak internal position.

In contrast to the analysis of the internal environment, the analysis of the external environment aims to determine the existence of business opportunities or opportunities or threats outside the company environment. Factors that pose opportunities and threats to companies in the external environment include aspects of the distant environment, industrial environment, and operational environment.

The results of identification of the external environment will be further processed using the EFE matrix, where the matrix processes questionnaire data that lists the factors of opportunity and threat. Furthermore, we calculate the weight and rating, then multiplied in order to get the score that is used as a reference to the company's position. A score of 4.0 indicates that the company is able to take advantage of opportunities well and avoid threats in the external environment. While a score of 1.0 indicates the opposite that companies are less able to take advantage of opportunities and less able to avoid external threats.

The parameters used in this IE matrix include the parameters of the company's internal strength and external influences. It aims to determine the company's position from the results of strengths, weaknesses, opportunities, and threats. The results of the analysis are obtained by using the results of the IFE matrix and the EFE matrix is entered in the IE matrix and drawn vertical and horizontal lines to get a meeting point in the quadrant or cell matrix IE.

SWOT matrix development aims to compile the factors of the company's strategy by looking at opportunities and external threats faced by the company so that it can be adjusted to the strengths and weaknesses of the company. In the SWOT matrix there are four types of strategies, namely:

1. Matching internal strengths and external opportunities then recording the results in the SO strategy
2. Matching internal weaknesses and external opportunities then recording the results in the WO strategy.
3. Matching internal forces and external threats then records the results in the ST strategy.
4. Matching internal weaknesses and external threats then records the results in the WT strategy

In this stage, decision making will be made regarding the strategies of SO-WO-ST-WT integration. So that you will get four strategic recommendations or steps that companies can take in choosing the right marketing strategy.

For decision making in the selection of the right strategy for the company can use the QSPM Matrix. This matrix contains internal and external factors that have been identified previously. After that, an assessment or weighting is identical to IFE and EFE. Furthermore it includes alternative strategies that have been obtained from the SWOT Matrix at the top of the QSPM row. Then assign attractiveness scores (AS) to each factor based on alternative strategies from SWOT.

This stage is certainly still closely related to the previous stage, where in making decisions a selection of strategies will be considered the best and most appropriate for a company with a variety of considerations and assessments both from filling out questionnaires and interviews. After processing the data processing steps up to the QSPM Matrix process. In the QSPM Matrix assessment stage, the highest total attractiveness score (TAS) and TAS. scores will be obtained indicates the choice is the main choice as well as the smallest TAS value indicates the choice is the last choice.

The design of the CRM website interface for PT. ABC framework with 7'C design elements website, namely context, content, community, customization, communication, connection, and commerce. From the conclusion of the interview with the PT. ABC, the company will use five elements (5'C) of the seven elements

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(7'C) elements of a website design available. Conclusion results The use of 5'C is tailored to the needs and capabilities of PT. ABC

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

From the discussion above, By using IFE - EFE analysis, the IE matrix shows the company's position in cell 2, namely Grow and Build. And the SWOT analysis shows that the selected strategy to support the objectives of the company is 'WO strategy'. The results show that the highest value in QSPM is an alternative strategy that expanding marketing using technological improvements. The results of the analysis of web-based CRM design on PT. ABC give recommendation e-CRM based result 7C frameworks that can be improve CRM at PT. ABC use 5 features (5'C) of the seven features (7'C) elements Good web site design, namely context, content, customization, communication and connection. For now, the company doesn't need community and commerce

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